

I Claim:

1. An electronic system for rewarding participants posting entries on an Internet Web site, said system comprising:

(a) a Web page comprising participant entries adapted for being accessed and viewed by visitors of the Web site;

(b) means for ranking the entries based on preference criteria determined by said system; and

(c) means for determining which participants are eligible for a reward based on their entry ranking relative to other entries posted on the Web site.

2. An electronic system according to claim 1, wherein the participant entry comprises a text submission.

3. An electronic system according to claim 1, wherein the participant entry comprises a photograph.

4. An electronic system according to claim 1, wherein the participant entry comprises a combination of text and a photograph.

5. An electronic system according to claim 1, wherein the reward comprises a cash payout.
6. An electronic system according to claim 1, wherein the reward comprises a prize item.
7. An electronic system for rewarding participants posting entries on an Internet Web site, said system comprising:
- (a) a Web page comprising participant entries adapted for being accessed and viewed by visitors of the Web site;
 - (b) means for ranking the entries based on preference criteria determined by said system, said preference criteria comprising entry usage over a fixed period; and
 - (c) means for determining which participants are eligible for a reward based on their entry ranking relative to other entries posted on the Web site.
8. An electronic system according to claim 7, and comprising a multiplier available for purchase by the participant to increase effective usage of the entry during the fixed period.

9. An electronic system according to claim 7, and comprising a sample entry screen on the Web site including a listing of both sample entries and actual participant entries.

10. An electronic system for rewarding participants posting entries on an Internet Web site, said system comprising:

(a) a Web page comprising participant entries adapted for being accessed and viewed by visitors of the Web site;

(b) means for ranking the entries based on preference criteria determined by said system, said preference criteria comprising entry usage over a fixed period; and

(c) means for determining which participants rank in the top 100 for entry usage during the fixed period, whereby those participants ranking in the top 100 are eligible for a reward based on their entry ranking relative to other entries posted on the Web site.

11. A method for rewarding participants posting entries on an Internet Web site, said method comprising the steps of:

(a) providing a Web page comprising participant entries adapted for being accessed and viewed by visitors of the Web site;

(b) ranking the entries based on predetermined preference criteria; and

(c) rewarding certain participants based on their entry ranking relative to other entries posted on the Web site.

12. A method according to claim 11, and comprising collecting a posting payment from participants posting entries on the Web site.

13. A method according to claim 12, wherein the step of ranking the entries comprises ranking the entries based on entry usage over a fixed period

14. A method according to claim 13, and comprising displaying the usage for each entry at the Web site.

15. A method according to claim 13, and comprising grouping the entries into subject matter categories.

16. A method according to claim 15, and comprising displaying the usage for each category of entries at the Web site.

17. A method according to claim 13, and comprising making those participants with entries ranking in the top 100 for usage eligible for receiving a reward.

18. A method according to claim 17, and comprising allocating a percentage of the posting payment to a payout fund used for rewarding those participants eligible for receiving a reward during a given period.

19. A method according to claim 18, wherein the step of rewarding participants comprises rewarding certain ones of those participants with entries ranking in the top 100 for usage with a sum-certain cash payout from the payout fund until the payout fund is emptied.

20. A method according to claim 19, and comprising automatically carrying forward to a succeeding period those participants ranking in the top 100 for usage during a present period and not receiving a cash payout.

21. A method according to claim 13, and comprising purchasing a multiplier to increase the overall usage of an entry.

22. A method according to claim 13, and comprising posting the entry on a sample entry screen to increase overall usage.

23. A method for rewarding participants posting entries on an Internet Web site, said method comprising the steps of:

- (a) collecting a posting payment from participants;
- (b) posting participant entries on a Web page adapted for being accessed and viewed by visitors of the Web site;
- (c) ranking the entries based on predetermined preference criteria, the preference criteria comprising entry usage over a fixed period;
- (d) making certain ones of the participants eligible for receiving a cash payout based on a level of their entry usage during the fixed period;
- (e) allocating a percentage of the posting payment to a payout fund used for rewarding those participants eligible for receiving the payout;
- (f) distributing the cash payout to eligible participants until the payout fund for the fixed period is emptied; and.

